PERFORMANCE PAY



WATCH THE VIDEO
& BOOK A CALL

THE OWNER'S PLAYBOOK

STOP CHASING YOUR PEOPLE

TIRED OF THE ANNUAL RAISE RITUAL?

It's time to RETHINK your compensation model.

A team that does the right things without you standing over them, and gets paid more when they do.

THE OWNER'S FIELD GUIDE TO PERFORMANCE PAY

"We'll guide you to your destination just like a pilot does. You just have to start, and we'll get you there!" - Seth

TABLE OF **CONTENTS**

A LETTER FROM SETH 03

READ THIS FIRST 04

SECTION 1: WHAT'S GOING ON 05

Sound Familiar? 06
Why You're Always Chasing 07
The Raise Ritual 08

SECTION 2: WHY THE USUAL FIXES DON'T STICK 09

What Owners Try 10
Hourly, Piece Work and Margin 11
Commission, Spiffs and DIY Formulas 12
How Performance Pay Compares 13
What Makes Ours Different 14

SECTION 3: THE COST OF WAITING 15

Until You Change the Model 16
What's Your Operating System? 17
What Waiting Actually Costs 18
Worksheet: Your Number 19

SECTION 4: HOW PERFORMANCE PAY WORKS 20

The Model in One Breath 21
What a 3, 4 or 5 Looks Like 22
Every Role, Your Expectations 23
Who Does the Math 24
The Concerns Owners Raise 25

SECTION 5: RESULTS AND NEXT STEPS 27

What Owners Have Said 28
What Life Looks Like After 29
How We Implement It 30
Desire, Decision, Priority 31
About the Author 32
Your Next Step 33

A LETTER FROM **THE FOUNDER**

I'm glad you're here.



Seth Lewis

Founder, Performance Pay

I was in your shoes, so I understand. Always begging people to do things. People who didn't care like you do. It felt like a battle every day, and it was getting worse.

Then I fired a guy I'd been struggling with, and he went out and started his own business. The same challenges I had with him, the ones I was sure were *him*, never showed up in his new business. When his incentive changed, so did his results. Pretty much immediately.

That was my aha moment. It wasn't the person. It was my model. I was getting exactly what I was paying for. So I had to **RETHINK** my compensation model and what it was actually making my people do.

What I teach can seem counterintuitive, and you won't understand every part at first. It's a different model. I don't understand how to fly a plane, but I trust the pilot to get me where I want to go. If your destination is a team that cares, stays motivated and performs, my team and I can get you there.

My ask is simple.

Flip through this guide. If anything resonates, don't leave it as a desire. Book a call and make it a priority. Talking will help pull the rest together, and if it makes sense, we'll talk about next steps.

– Seth

LET'S TALK

Book a call at info.performancepay.net, or text us: 717-255-8419.

SCAN TO BOOK

READ THIS **FIRST**

> ***If you are tired of chasing your people to hit basic expectations, the problem is probably not your people. It is the way they get paid.***

This guide is for owners of service businesses with a team: trades, field service, clinics, offices, studios. It answers the questions owners ask us most about pay, motivation and performance, in plain language.

WHAT WE'RE TRYING TO ACCOMPLISH:

A team that does the right things without you standing over them, and gets paid more when they do.

THE PROBLEM:

Most pay plans pay for showing up. Effort, attitude and results don't move the paycheck, so they don't move much at all.

THE END GOAL:

A pay model your people understand, can control every day, and that runs without you doing math at the kitchen table.

HOW TO USE IT:

Read it straight through in about 20 minutes, or jump to the part that matches what's on your desk. Then bring your questions to a call.



WANT TO TALK IT THROUGH?

Book a 30-minute call at info.performancepay.net, or text us: 717-255-8419.

SCAN TO BOOK

SECTION 1:
WHAT'S GOING ON

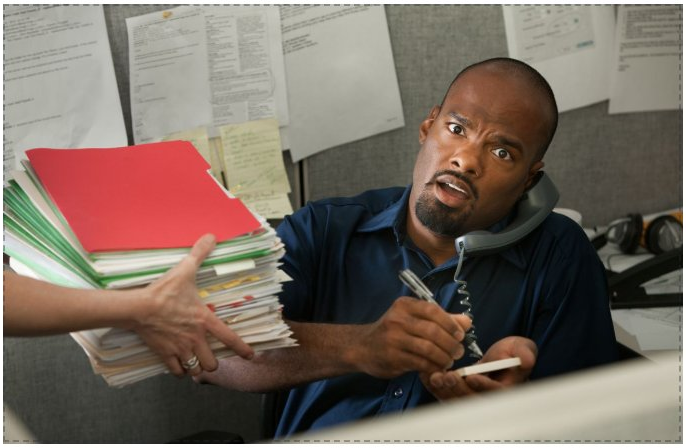
THE SYMPTOMS ALMOST EVERY OWNER DESCRIBES

"Almost every owner who talks to us describes the same week. The details change by trade. The pattern does not."

SOUND **FAMILIAR?**

CHECK EVERY ONE THAT'S TRUE.

- [ ] You chase people just to hit basic expectations.
- [ ] Problems land on your desk instead of getting handled.
- [ ] If you're not there, it doesn't get done right.
- [ ] Raises are a yearly negotiation, and performance doesn't change after.
- [ ] Jobs take longer than they should, and overtime keeps creeping up.
- [ ] People or trucks produce less than they should, and nobody is tracking it.
- [ ] Your office can't keep up with tracking incentives.
- [ ] Revenue has been stuck in the same range for years.
- [ ] You have to ask for the afternoon update or end-of-day notes.
- [ ] Managers pass problems up instead of owning them.
- [ ] You can't take a day off without the phone ringing.
- [ ] Your best people earn about the same as your average ones.
- [ ] Callbacks and rework eat into the schedule.
- [ ] Bonuses or spiffs started strong and fizzled out.
- [ ] Good people leave while average ones stay.



THREE OR MORE?

You're not alone, and it isn't your people. It's the model. Bring this list to the call.

SCAN TO BOOK

WHY YOU'RE ALWAYS **CHASING**

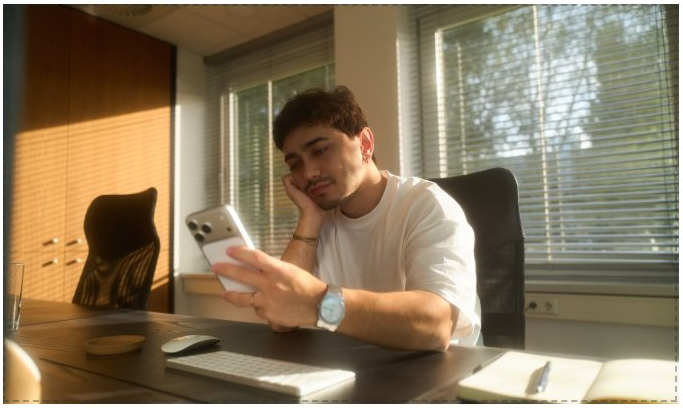
Q1. WHY DO I FEEL LIKE I'M ALWAYS CHASING MY PEOPLE?

Because nothing in their pay changes when you stop chasing. The person who sends the end-of-day update, fixes the problem before it reaches you and leaves the truck clean earns the same check as the person who does none of it.

So the follow-up falls to you. Every day, every job, every person.

WHAT WE HEAR ON ALMOST EVERY FIRST CALL:

- *"It all lands on my desk."*
- *"I have to ask three times to get the update."*
- *"They're good people. They just don't take ownership."*
- *"If I'm not there, it doesn't get done right."*



Q2. WHY IS MOTIVATION SO SLOW, EVEN WITH GOOD PEOPLE?

Good people adjust to the system they're in. If going faster, going further or getting it right the first time pays the same as coasting, most people settle at the level the paycheck rewards.

FACT:

That isn't laziness. It's a reasonable response to the incentive.

Your best person did everything right last week. Did she make more than the person who did the bare minimum? How long does anyone keep giving 110% for the same check as someone giving 60%?

110% vs. 60%

Same check. How long does anyone keep giving the extra?

THE RAISE **RITUAL**

Q3. WHAT IS THE "RAISE RITUAL" AND WHY DOES IT KEEP COMING BACK?

Once a year, or every time someone threatens to leave, you sit down and negotiate a raise. It's based on time served, the job market or how loudly someone asked. Rarely on what they actually did.

The raise is permanent. The performance bump usually lasts a few weeks. Then you're back where you started, paying more for the same results, and the next request is already coming.

> *The battle of the raises every time I turn around.*
>
> HVAC OWNER

Q4. "BUT MY BUSINESS IS DIFFERENT."

Every owner tells us that. They're right about the work and wrong about the people. Your trade, your customers and your software are different. How people respond to the way they're paid is not. Pay for showing up and you get showing up, in plumbing or in a vet clinic. What changes from business to business is what goes on the scorecard. The model stays the same.

Business	What the scorecard pays for
Plumbing, HVAC, electrical	On-the-way message, sign-off collected, no callbacks
Landscaping and field crews	Ready at start of day, jobs finished to budget, clean handoff
Veterinary and medical clinics	Doctors' schedule kept full, patient follow-up done
Accounting and office teams	Books closed on time, receivables collected
Studios and schools	Class prep done, smooth class flow, end-of-class process
Manufacturing	Team targets where performance depends on each other

We've built it for crews, technicians, dispatchers, front desks, doctors, bookkeepers and executives. Small teams too: one studio owner started with just two people.

If you recognized your business in the list above and in Q1 through Q3, it fits. The fix is not a better speech. It's a different model.

SECTION 2:
WHY THE USUAL FIXES DON'T STICK

RAISES, OVERTIME, PIECE WORK, MARGIN, COMMISSION, SPIFFS

"Each of these fixes pays for the wrong thing, or pays in a way people can't see or control."

WHAT OWNERS **TRY**

Most owners have already tried something. It worked for a few weeks, then faded. That isn't bad luck.

What owners try	What it actually pays for	Why it fades
Annual raise	Time served	Permanent cost, short-lived effort
Hourly plus overtime	Hours on the clock	Slower work pays more
Piece work or flat rate	Speed and volume	Quality slips, callbacks rise, support roles left out
Gross margin or profit share	A number the team can't see or move	Too far away, too hard to explain
Commission	Sales, and only sales	Leaves every other role out
Spiffs, gift cards, one-off bonuses	Whatever the owner noticed this week	Inconsistent and a headache to track
A formula off YouTube	Whatever the formula assumes	Confusing, so it gets bent, then abandoned

Q5. WHY DON'T RAISES MOTIVATE PEOPLE FOR LONG?

A raise pays for the past and locks in the future. One dollar an hour is roughly $3,000 a year per person once you add what it costs you. Across 30 people, that's about $100,000 a year, every year.

What do you get for it? In what we see, most people are back to their old pace within about four weeks. The raise stays. The effort doesn't.

$1/hr
≈ $3,000 a year per person

~$100,000
a year across 30 people, every year

~4 weeks
until most people are back to their old pace

HOURLY, PIECE WORK **AND MARGIN**

Q6. WHAT'S WRONG WITH HOURLY, OVERTIME OR PIECE WORK?

Hourly pay rewards time, not results. Ask your crew a simple question: do you make more or less if you're slow? The honest answer is the same, or more, once overtime kicks in.

The three-hour job that could be done in ninety minutes has no reason to be. Callbacks and runbacks push the week into overtime, and you pay a premium for the work that went wrong.

Piece work and flat rate flip the problem. Now speed pays, so people rush. Quality slips, callbacks climb and the customer pays for it in your reviews. People fight over the easy jobs and avoid the hard ones. And it only works for roles that produce countable units, so your office, dispatch and helpers are left out. Wage rules for piece rate are also strict in some states.

ONE PAYS FOR SLOW. THE OTHER PAYS FOR FAST. NEITHER PAYS FOR DONE RIGHT.

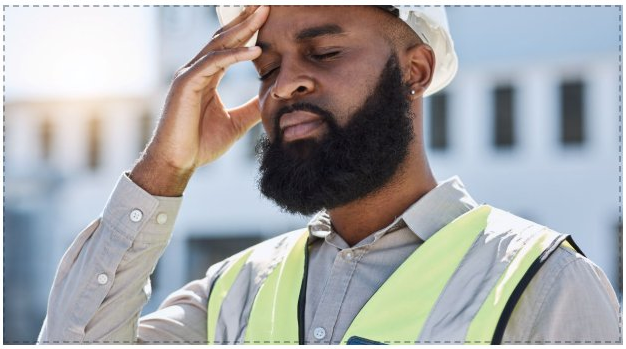
Q7. WHY DOESN'T GROSS MARGIN OR PROFIT SHARING WORK?

Try this. Do you know your gross margin right now, and exactly how it's calculated? Now explain it to a 24-year-old technician in one minute so he cares about it on Tuesday.

Most owners can't, and that's the point. Then say the promise out loud:

"If we win at the end of the year, and we make a lot of money, we'll pay you more."

It sounds reasonable in a meeting. To the person on the job, it's a number they can't see, can't influence today and won't hear about for months.



PAY FOR WHAT THEY CAN MOVE:

A technician can't move gross margin. He can message the customer on the way, get the sign-off and leave no callback. Pay him for those.

COMMISSION, SPIFFS **AND DIY FORMULAS**

Q8. ISN'T COMMISSION THE ANSWER?

For one role, maybe. Commission works for sales because sales has one clear number. Everyone else watches.

The office manager who collects aging receivables, the dispatcher who fills a cancellation, the crew lead with zero callbacks: they all protect revenue or save cost. Commission has nothing for them, so they learn their effort doesn't count.

Q9. WHAT ABOUT SPIFFS, GIFT CARDS AND ONE-OFF BONUSES?

They feel good the day they happen. They don't change behavior, because nobody knows what earns the next one. And someone has to keep up with them. One owner told us the spiffs died because tracking them was a nightmare for his office.

> *A gift card is a thank-you. A pay model is a continuous way to keep earning.*

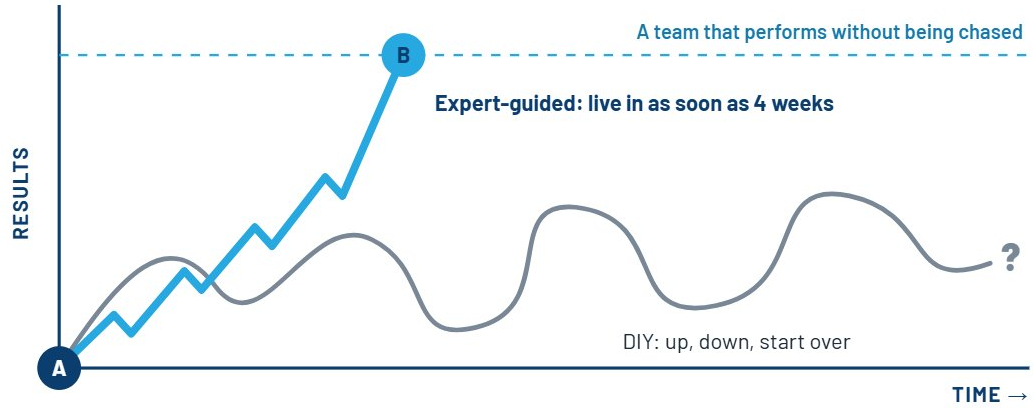
Q10. CAN'T I BUILD MY OWN PLAN FROM A VIDEO OR A SPREADSHEET?

You can try, and many owners have. Here is how it usually goes:

1. The formula is confusing, so nobody fully understands it.
2. Confusion becomes "that's not fair" conversations.
3. You give in on exceptions to keep the peace.
4. The plan costs more than before and motivates less.
5. **It quietly goes away.**

You're busy enough as an owner. DIY adds one more thing you have to fully create and implement on your own, and then it might not even work the way you want.

SAME STARTING POINT. VERY DIFFERENT PATH.



HOW PERFORMANCE PAY **COMPARES**

Q11. SO HOW DOES PERFORMANCE PAY COMPARE?

Every model above gets one thing right. None gets all of them. Here's the side-by-side.

	Raise	Hourly + OT	Piece work	Margin or profit share	Commission	Spiffs	Performance Pay
Pays for what people control every day	No	No	Partly	No	Partly	Sometimes	**Yes**
Rewards quality, not just speed or hours	No	No	No	No	No	Sometimes	**Yes**
Works for every role, office included	Yes	Yes	No	Yes	No	Yes	**Yes**
Easy to explain in one minute	Yes	Yes	Yes	No	Yes	Yes	**Yes**
Pays continuously, not once a year	No	Yes	Yes	No	Yes	No	**Yes, monthly**
Cost tied to results	No	No	Yes	Yes	Yes	No	**Yes**
Runs without owner math or tracking	Yes	Yes	No	No	Partly	No	**Yes, the system does it**



NOT SURE WHERE YOU STAND?

Bring this table to the call. We'll mark where your current plan lands and what it would take to fill the gaps.
info.performancepay.net

SCAN TO BOOK

WHAT MAKES OURS **DIFFERENT**

Base pay stays.
Nobody takes a cut. Performance is added on top.

It pays for how the job gets done, not just how much.
The scorecard covers the habits and quality that protect your reputation. Production pay covers output, where a role has a number. Speed alone can't win it, and neither can hours.

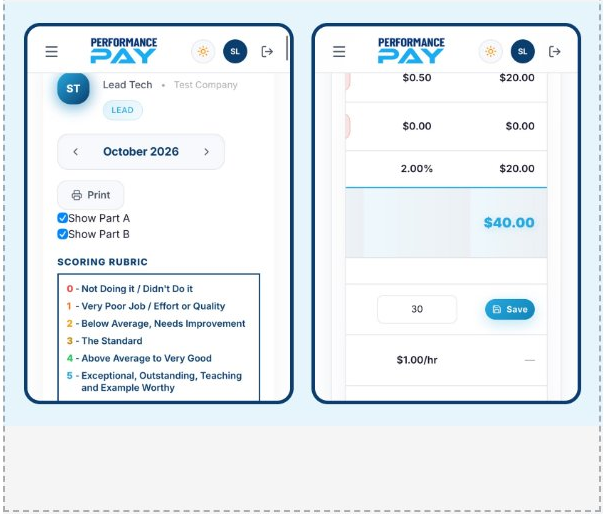
Every role has a way to earn.
Technicians, crews, dispatch, office, bookkeeping, front desk, managers.

It's built from your expectations, in your words.
Not a generic template off the internet.

It's simple for the employee.
A 1 to 5 score each week, a private dashboard, and a clear answer to "how do I earn more?"

The system does the work.
Scores, pay calculation, reminders and a payroll-ready export, with AI support for owners, managers and staff.

We implement it with you.
Most models fail in the rollout, not on paper. That's the part we guide.



SEE IT RUNNING

On the call we'll walk through a live scorecard, the employee dashboard and the payroll export.
info.performancepay.net

SCAN TO BOOK

SECTION 3:
THE COST OF WAITING

Background photo: trucks / crew in the field

UNTIL YOU CHANGE THE MODEL, NOTHING CHANGES

"The pay model is already training your team. Every Friday, the paycheck tells each person what matters."

UNTIL YOU CHANGE **THE MODEL**

> *The pay model is already training your team. Every Friday, the paycheck tells each person what matters. Right now it says: show up and the money comes.*

Q12. CAN'T I JUST HOLD PEOPLE MORE ACCOUNTABLE?

You can, and you probably have. Meetings, write-ups, pep talks, new checklists. Each one works while you're pushing it. The moment you stop, things slide back.

You can't push a rope. If the model rewards presence, you'll spend your energy fighting the model every single day. Doing the same thing and expecting a different result has a name.

So ask yourself honestly: if nothing changes in their paycheck, why would anything change in their work?

Q13. WHAT HAS TO BE TRUE FOR PEOPLE TO PERFORM WITHOUT BEING CHASED?

Three things:

1. **They know exactly what's expected.** Not a job description. The handful of things that make the job go right, in plain words.
2. **They control it every day.** Things in their hands: the update sent, the sign-off collected, the callback avoided, the schedule filled. Not a year-end number they can't touch.
3. **It shows up in their pay.** Do more, do it better, earn more. Consistently, every month.

When those three line up, the pay plan stops being a line item and becomes the way your business runs. It's your operating system. You become a better leader, communication gets clearer and the culture improves, because everyone is finally pulling toward the same thing.

IT'S NOT ABOUT FANCY SOFTWARE. IT'S ABOUT ALIGNMENT.

WHAT'S YOUR **OPERATING SYSTEM?**

> ***Every business runs on an operating system. Most owners never chose theirs. It's whatever the paycheck rewards.***

Performance Pay is a system that improves your leadership, communication and culture.

LEADERSHIP	**COMMUNICATION**	**CULTURE**

↓ TIED TO ↓

PROFITS	**GROWTH**	**A BETTER BUSINESS**

THE SYMPTOMS FROM PAGE 06:

- ~~Chasing people for basic expectations~~
- ~~Asking three times for the update~~
- ~~Problems landing on your desk~~
- ~~The yearly raise negotiation~~
- ~~Good people leaving, average ones staying~~
- ~~Revenue stuck in the same range~~



WHEN PEOPLE PERFORM, THE SYMPTOMS YOU FEEL DISAPPEAR.

WHAT WAITING **ACTUALLY COSTS**

The most common reason owners put this off is time. "I'm too busy right now." But the time things aren't going well is already being spent, every week, whether you change anything or not.

Q14. WHAT IS THE CURRENT WAY REALLY COSTING ME?

More than it looks like, because it's spread across a dozen places. Here's a real example, anonymized.

CASE: HVAC OWNER, THREE TRUCKS

An HVAC owner told us each truck should produce about $10,000 a week. His were running about half that. He had three trucks. That gap is roughly $780,000 a year of capacity he was already paying for and not billing. His revenue had been stuck in the same range for years.

Nobody wrote that number on a whiteboard. It was hiding inside "we're busy."

SHOULD PRODUCE

$10,000 / truck / week

ACTUALLY PRODUCING

About half

UNBILLED CAPACITY

~$780,000 / year



WORKSHEET: **YOUR NUMBER**

Q15. HOW DO I PUT A NUMBER ON MY OWN BUSINESS?

Fill this in. Rough numbers are fine. The point is to see it.

Where it leaks	How to estimate it	Your number
Your time chasing people	Hours a week following up × what your hour is worth × 52	$
Raises that didn't change performance	Dollars per hour raised × people × about 3,000	$
Overtime from slow work and callbacks	Last year's overtime that came from rework or pace	$
Rework and callbacks	Callbacks a month × average cost × 12	$
Damage, claims and carelessness	Cost of damage, insurance claims, lost equipment and lost clients last year	$
Upset customers and behind on schedule	Jobs lost, refunds and discounts from late or unhappy work	$
Chasing after payments	Late or unpaid invoices because staff don't make collections or sign-offs a priority	$
Turnover	People who left last year × cost to replace and train	$
Retention and short staff	Work turned down or delayed because you're short people. Without a system tied to performance, you can't pay top dollar to attract and keep the best.	$
Unused capacity	(What a person or truck should produce – what it does) × number × 50 weeks	$
Total per year		**$**

NOW TWO QUESTIONS:

- How many years has it been this way? Multiply.
- Do you want to carry that another year?

There's a stress cost too, and it doesn't fit in a cell. When it all lands on your desk, it comes home with you.

BRING THIS PAGE TO THE CALL

We'll start with your number and work back to the roles driving it. info.performancepay.net · Text us: 717-255-8419

SCAN TO BOOK

SECTION 4:
HOW PERFORMANCE PAY WORKS

THE MODEL, AT A HIGH LEVEL, FOR EVERY ROLE

"Performance Pay keeps your people's base pay and adds a clear, continuous way to earn more for doing the job the way you need it done."

THE MODEL IN **ONE BREATH**

Q16. WHAT IS IT, IN ONE BREATH?

Every person has a short scorecard of what their role is expected to do. They're scored on it each week. Their score sets what they earn on top of base pay. Some roles also earn on a number they produce. We pay both, every month, on what they actually did.

The flow is the same in every business:

01

EXPECTATIONS

About 15 per person, in plain words. Some are habits everyone shares, like being on time, the start-of-day routine, the afternoon update and end-of-day notes. The rest are specific to the role.

02

A WEEKLY CHECK-IN

Five to eight minutes. The employee rates themselves first, then the manager. A 3 means you met the standard. A 4 or 5 means you went beyond it.

03

PAY ON TOP OF BASE

The score sets an hourly add-on, up to a top number your company chooses. Every line counts, so the small things carry real money.

04

PRODUCTION, WHERE IT FITS

Roles with a number they drive, like revenue or jobs completed, can also earn on that number. Plenty of roles don't have one, and that's normal.

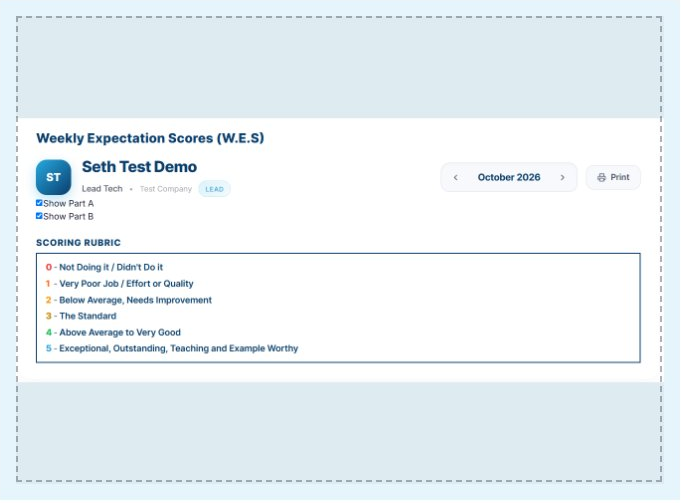
HOURLY WAGE SUMMARY		
Base Hourly Rate	—	28
Monthly Additional Per Hour	—	$4.84/hr
Monthly Effective Hourly Rate	—	$32.84/hr

WHAT A 3, 4 OR 5 **LOOKS LIKE**

Q17. WHAT DOES A 3, 4 OR 5 ACTUALLY LOOK LIKE?

It's concrete, which is why people buy in.

Expectation	Meets it (3)	Above (4 or 5)
Message the customer on the way	Sends the on-the-way text	Also confirms the night before
Get the sign-off	Signed when the customer is home	Finds a way when they aren't, like an e-signature or a video sign-off
End-of-day update and notes	Sends it	Complete enough that nobody has to ask a follow-up question
Handling it	Reports the problem	Owns the mistake and fixes it



A REAL EXAMPLE OF OWNERSHIP

A tech wrecked a work truck. He didn't wait to hear what would happen. He found a family member who does bodywork, gave up his weekend and fixed it. Nobody asked him to. There's a line on his scorecard for handling things, and he takes it seriously.

Did his manager come up with that, or did he?

EVERY ROLE, **YOUR EXPECTATIONS**

Q18. DOES THIS WORK FOR ROLES THAT DON'T BRING IN REVENUE?

Yes. In most companies, the people who aren't selling are either saving cost or protecting revenue. They just never get paid for it.

- The office manager who keeps receivables from aging.
- The dispatcher who fills a cancellation instead of letting it sit.
- The bookkeeper who closes the books on time.
- The front desk that keeps the doctors' schedule full.
- The crew lead with no callbacks.

If they put in more, they can earn more. That's how you get the best organization, not just the best sales team.



Q19. HOW DOES IT TIE TO WHAT I ALREADY EXPECT?

We start with you, not a template. You tell us what each role should be doing and what drives you crazy when it doesn't happen. We turn that into scorecards in your words, then refine them with you before your team ever sees them.



THE STANDARD DOESN'T CHANGE:

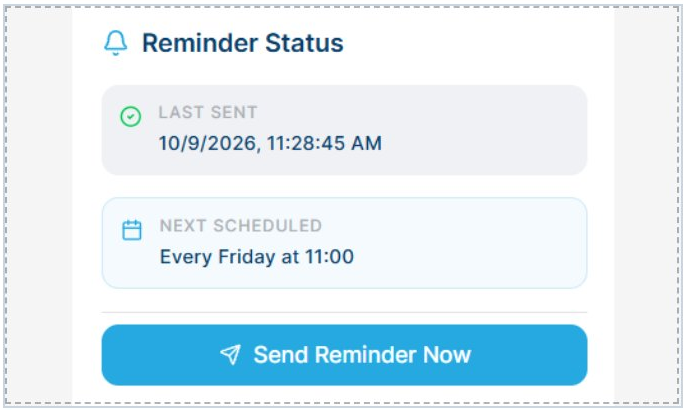
Performance Pay is the vehicle that finally makes the standard pay off for the people who meet it.

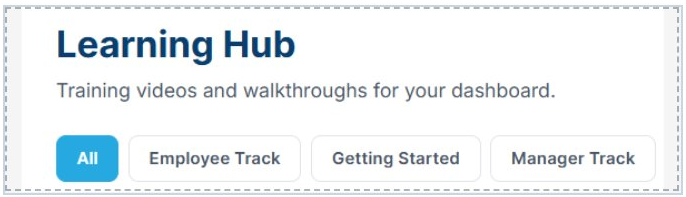
WHO DOES **THE MATH?**

Q20. THE SYSTEM DOES.

You are not building formulas or doing payroll math at night.

- **Each employee has a private dashboard.** Their scores, their pay, their information.
- **Pay is calculated automatically** and comes out ready for payroll.
- **Automations and reminders** keep check-ins on schedule.
- **A learning hub** has short videos for owners, managers and employees, plus a team kickoff video, so you aren't the one explaining everything.
- **AI built in.** Ask Seth AI answers questions any time, for you, your managers and your staff. A voice notetaker gives managers instant feedback on how they ran a check-in.
- **Connects to the tools you already use.** Open API and Zapier integration with many CRMs.







THE TECHNOLOGY MAKES IT SIMPLE. THE ALIGNMENT IS WHAT MAKES IT WORK.

THE CONCERNS **OWNERS RAISE**

Every owner has a reason to hesitate. These are the ones we hear most. Each has been handled many times before.

Q21. WON'T TRACKING ALL THIS TAKE TOO MUCH TIME?

No. The weekly check-in is five to eight minutes per person. The system does the math, sends the reminders and shows everyone their own numbers. Compare that to the hours you spend chasing people now.

Q22. WHAT IF MY PEOPLE REJECT IT?

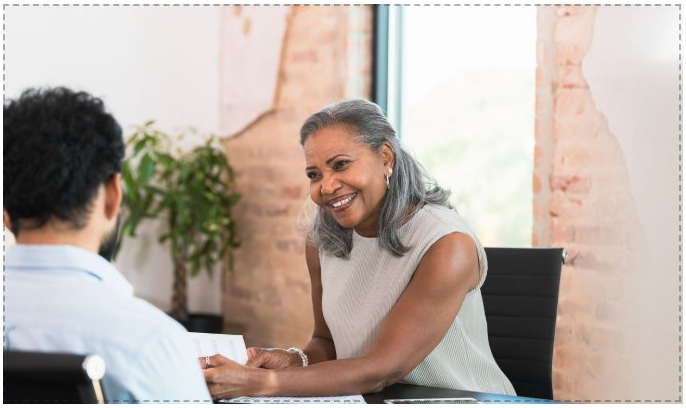
Base pay stays. Performance Pay is added on top, so nobody is being asked to take a cut. Employees rate themselves first, which gives them a voice from week one. The kickoff video and employee videos answer the common questions so you don't carry all the explaining.

Q23. WHAT IF WE HAVE A BAD MONTH?

Base pay is still there. The scorecard portion is about what each person controls, so a slow month doesn't erase good work. Production pay only grows when the results are there. Pay follows performance in both directions, which is the point.

Q24. WHAT IF MY MANAGERS DON'T BUY IN?

Managers are typically the biggest advocates. They deal with all the problems, and they're dying for a better way. When their people perform better, their lives get better. Employees want a path to earn more, and that's what we help them build. Managers get their own videos, a weekly rhythm and instant AI feedback on check-ins.



> ***Your best people have been doing the extra work for free. This is the first time it counts.***

MORE CONCERNS, **ANSWERED**

Q25. WON'T THIS COST ME MORE IN PAYROLL?

You set the compensation, and it's customizable by role. We make recommendations and help set targets so production covers the pay. We've even built plans for executive teams and stress test every plan to make sure the business can afford it.

Q26. IS IT LEGAL EVERYWHERE?

Yes. Adding additional compensation on top of a base wage is legal. It runs through your normal payroll, and we set it up for success from day one.

Q27. WON'T SCORING FEEL SUBJECTIVE OR UNFAIR?

Each expectation has a clear description of what a 3, 4 and 5 look like. People rate themselves before the manager does. Scores happen weekly, so there are no surprises at the end of the month. Every dashboard is private: your paycheck is your information.

Q28. I DON'T HAVE TIME TO SET THIS UP.

That's exactly why most owners choose guided implementation. You give us the knowledge in your head. We do the building. For most owners it's about an hour to an hour and a half a week while it's being set up.

TWO WAYS IT PAYS FOR ITSELF

1. You stop the annual raise, a cost that never goes away.
2. Pay is tied to results. When you get the results you need, there's extra money to share.

When we have it, we share it.

WHEN CASH IS TIGHT:

When things are tight, it's tough to think about paying more. But if your people were doing more, and doing it better, cash wouldn't be the issue.

PUT IT OUT THERE AND LET THEM EARN IT. YOU'RE PROTECTED. YOU PAY FOR PRODUCTION, AKA PERFORMANCE.

HAVE A CONCERN THAT ISN'T HERE?

Bring it to the call. We've likely heard it, and we'll show you how other owners handled it. info.performancepay.net

SCAN TO BOOK

SECTION 5:
RESULTS AND NEXT STEPS

WHAT OWNERS SAY, LIFE AFTER, AND HOW WE IMPLEMENT IT

"Owners usually come to us about payroll cost. What they notice first is the quiet."

WHAT OWNERS **HAVE SAID**

We end every check-in call by asking for the biggest win or the biggest takeaway. Here is what owners have told us at each stage.

BEFORE

On first calls, owners describe the problem in their own words:

- ***It all lands on my desk.*** (HVAC owner)
- ***We can't get over that, stuck there for quite a few years.*** (HVAC owner, on revenue)
- ***Turnover too high. Performance depends on each other.*** (Operations lead, iron foundry)
- A painting contractor told us his bonus programs had stopped working altogether.

DURING

Dan, lock and access. ***"In the first week, behaviors changed, and some of the team were asking how they could earn more. That never happened in 15 years."***

Barb, martial arts studio. ***"For 22 years in business, I've been looking for this."*** She saw how fast results come when pay aligns with the way people think, without begging.

- ***I think you got it pretty well laid out. That's pretty easy.*** (Ricky)
- ***I'm excited. I can't wait, man. I definitely want to be diving into this.*** (Ricky)
- ***Everybody liked it and kind of agreed with everything.*** (Bill)
- ***The team realizes the potential of the system that we're implementing with you and how the software works.*** (Dave)

> **DECIDING**
>
> ***worth way more than these monthly cost (not saying you should charge me more)***
>
> **Rob, shredding company**

AFTER

"Tasks like sign-off sheets went from 20% to 98% completion because they get credit for doing them."
CULTURE SHIFT

"It saves me so much time as a manager because the team is out there doing the important things."
MANAGEMENT

"More freedom, knowing the business will keep running. It's not reliant on me."
BUSINESS FREEDOM

"Once you see it, you'll never go back. The old way just doesn't make any sense whatsoever."
REALIZATION

WHAT LIFE LOOKS **LIKE AFTER**

Owners usually come to us about payroll cost. What they notice first is the quiet.

Before	When it's running
You ask three times for the afternoon update	**It shows up without you asking**
Problems land on your desk	**People handle them, because handling it is on their scorecard**
You manage by energy and reminders	**Managers coach from a scorecard, five to eight minutes a week**
"Can I get a raise?"	**"What do I need to do to earn more?" and the answer is already written down**
Your best people quietly burn out or leave	**Your best people earn more and have a reason to stay**
Average performers hide in the group	**Everyone can see where they stand, including them**
Hiring is a gamble	**You can show a candidate exactly how to earn more here**



YOUR PEOPLE BECOME HANDLERS, NOT HAND-HOLDING. YOU STOP BEING THE MOTOR OF THE BUSINESS AND START LEADING IT.

The goal is for everyone to win. When the company does more, the people doing the work earn more, every month, not once a year.

HOW WE **IMPLEMENT IT**

Learning the model and implementing it are two different things. Most owners choose to have us guide them, so it gets set up right and launched with their team.

	Guided implementation	Self-start
Who builds it	Seth and the Performance Pay team, with you	You or your admin, step by step
Support	Working sessions with you and your managers	One group call a week
Best for	Owners who want it done right and live fast	Smaller teams with someone who can own the setup
What most owners choose	**This one**	

WHAT GUIDED IMPLEMENTATION LOOKS LIKE

1. **We learn your business.** You walk us through each role and what you expect. We capture it, so you aren't writing anything from scratch.
2. **We build your scorecards.** In your words, reviewed with you before anyone on your team sees them.
3. **We set up the system.** Your people, your rates, your reminders, ready for payroll.
4. **We launch it with your team.** The kickoff video and role videos introduce it, so it isn't on you to explain.
5. **We run it with you and your managers.** Check-ins, adjustments and questions, until it's part of how your business runs.



LIVE IN AS SOON AS

4 weeks

Depending on team size. Then we help you run it.

DESIRE, DECISION, **PRIORITY**

WHAT SELF-START LOOKS LIKE

1. Pick your industry and we generate your starting scorecards.
2. Set the expectations for each role.
3. Set your performance rates.
4. Introduce it to your team with the kickoff and manager videos.
5. Run it, and let the system do the work.

THE KEY TO SUCCESS EITHER WAY:

BLOCK THE TIME FOR THE WEEKLY CALL AND MAKE IT A PRIORITY.

I've never met an owner who didn't want their people more motivated. Wanting it was never the question. Everyone wants it. Few make it a priority.

Results come from three things, in order:

1

DESIRE

You want a team that performs without being chased.

2

DECISION

You decide the current model is not the one that gets you there.

3

PRIORITY

You block the time and see it through.

Most owners who think about this never do anything about it. Not because they don't care, but because nobody is guiding them through it. That's what we do.

> ***We'll guide you to your destination just like a pilot does. You just have to start, and we'll get you there!***
>
> **- Seth**

ABOUT THE **AUTHOR**

SETH LEWIS

Founder, Performance Pay



Seth is the founder of Performance Pay and a business owner for over 20 years. He has built his own companies across service businesses, real estate, tech and licensee models. He developed Performance Pay out of need in his own businesses before helping other owners put it to work in theirs.

Seth is a blue-collar guy who keeps it simple. He is a 2x published author, has an Executive MBA from Villanova University and an undergraduate degree in Design Build from Penn State University.

If you're ready to stop chasing your people, set up a call with Seth and team.

SCHEDULE A CALL **LEARN MORE**

EDUCATION & ACHIEVEMENTS

- Executive MBA from Villanova University
- Undergraduate degree in Design Build from Penn State University
- Learning by doing: the School of Hard Knocks
- 2x Published Author
- 20+ Years Business Ownership Experience

YOUR **NEXT STEP**

Bring what you wrote in the worksheet to a call. We'll look at your roles, what you expect from each one and what it would look like running in your business.

WOULD IT BE A TERRIBLE IDEA TO SPEND THIRTY MINUTES FINDING OUT?

SCAN TO WATCH THE VIDEO & BOOK YOUR CALL

info.performancepay.net

Text us here: 717-255-8419

Learn more about the system: www.performancepay.net

PERFORMANCE PAY

Seth Lewis, Performance Pay